



Criteria for Selecting Winners of the Smartphone Encore Challenge

After the submission deadline, judges (including Net Impact, the sponsors, thought leaders and entrepreneurs) will review and judge the submissions in two rounds. The first-round judges will review all submissions and choose no more than 10 finalists. To make this cut, teams must have:

- Completed all required fields on the submission form,
- Submitted their entry by the deadline of 11:59 PM Pacific Time on Friday, March 27th, and
- Received one of the 10 highest weighted average scores. These scores will be the weighted average of the judges' scores for each submission across all seven judging categories.
 - Each judge may award up to five points per category based on the following scale (1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent)

The next round of judging will be used to select the winner and two runners-up. The second-round judges will use the same method for scoring. The highest score will be the winner. The next two highest scores will be the runners-up. These scores will be the weighted average of all the judges' scores (for both the first and second rounds) for each finalist across all seven judging categories. The winner of any ties in the first or second round of judging will be decided by Sprint's manager for the Smartphone Encore Challenge.

We will notify the team leader of the winning team and two runners up via email on or before April 15, 2015. All three teams will be invited to present their business idea on Net Impact's "Issues in Depth" webinar on Earth Day, April 22, 2015. The webinar will focus on e-waste and innovation.

Judging Categories:

1. **Problem:** Clearly articulated a significant problem or need.
2. **Market:** Clearly articulated target customers and the size/characteristics of the market (e.g., existing demand, competition, future projections, etc.).
3. **Solution:** Clearly articulated a feasible solution to the problem that utilizes a pre-owned smartphone or its component(s).
4. **Innovation:** Clearly articulated the uniqueness of this product or service, how it is differentiated from other solutions, and how it may transform the market.
5. **Value Proposition:** Clearly articulated the benefits of the product or service and why customers will pay the designated price.
6. **Financial Feasibility:** Clearly articulated why the solution is financially viable by assessing probable revenues and costs.
7. **Pitch Delivery:** Submission was written with confidence and enthusiasm, conveys a memorable message, and makes you want to learn more.